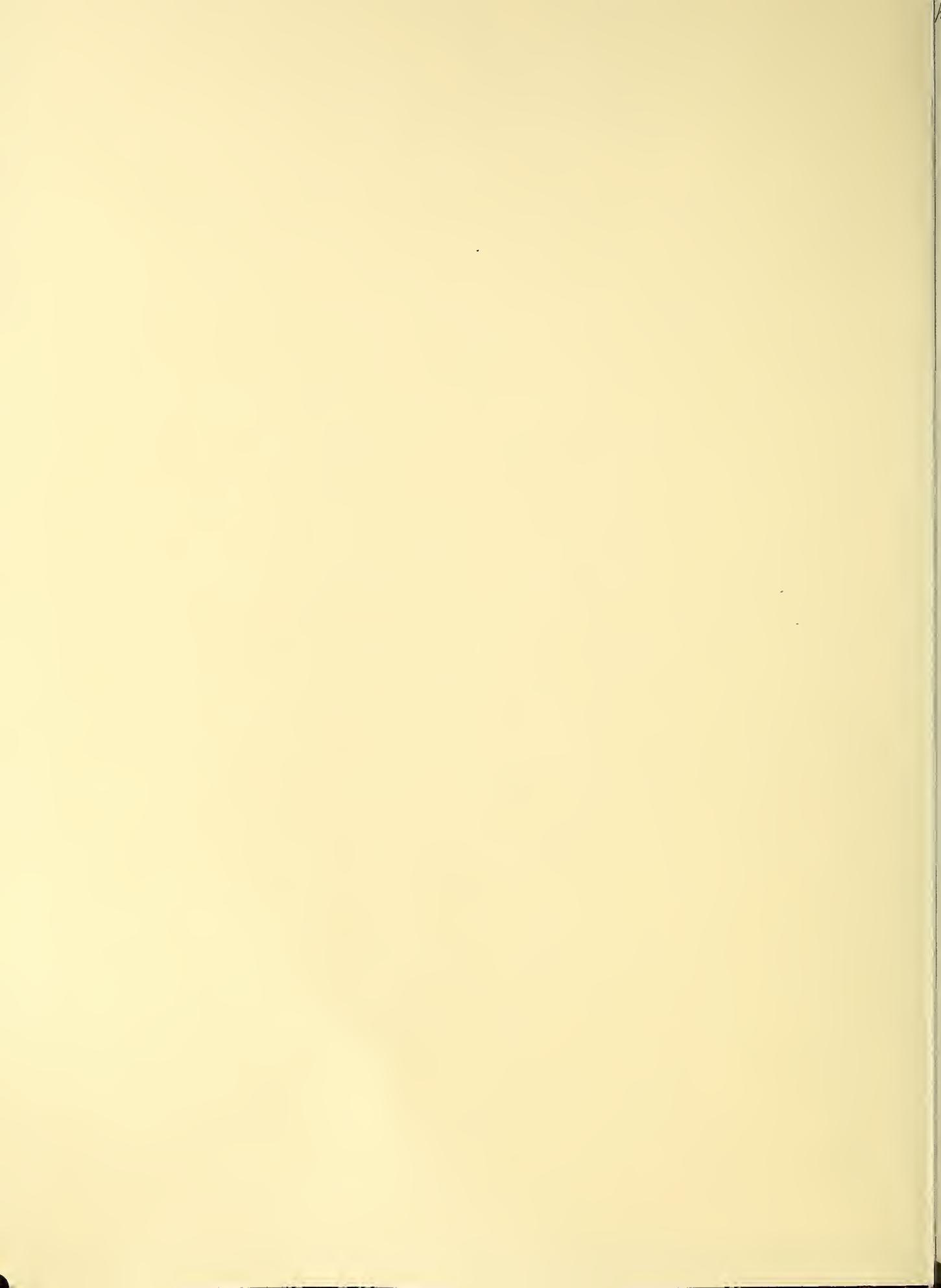


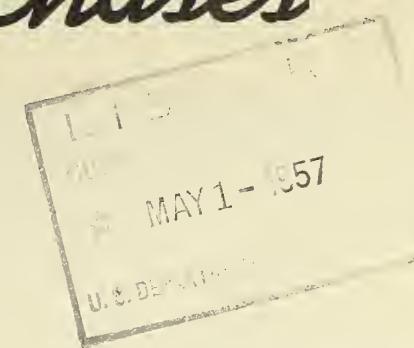
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# Consumer Purchases of Selected **FRUITS AND JUICES**



in **APRIL**

**1956**



UNITED STATES DEPARTMENT OF AGRICULTURE  
AGRICULTURAL MARKETING SERVICE

WASHINGTON 25, D. C.  
June 1956

CPFJ-27  
Agriculture - Washington

## PREFACE

This report presents estimated total household consumer purchases of fresh citrus fruits, canned juices, and frozen concentrated juices and ades. These data represent projections to national totals based on reported purchases, and related information, from a representative national sample of approximately 6,000 household consumers.

A committee of the Florida industry working with representatives of the Department and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on past experience, and comparison with packers' reports, Bureau of Census stock reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in an over-estimate of purchases of frozen concentrated orange juice and canned single-strength grapefruit juice. However, for each of these products, these data are considered as reliable indicators of both trends and relative changes in household purchases from one period to another.

The reports are issued as a part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Agricultural Marketing Act.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

Based on data collected by the Market Research Corporation of America, under contract with the U. S. Department of Agriculture.

CONSUMER PURCHASES OF SELECTED FRUITS AND JUICES  
IN APRIL 1956

The data in this report represent estimated total purchases by household consumers only and do not include those by hotels, restaurants, hospitals, or other institutional outlets. Data for single months are for 4-week periods (28 days) only, in order to permit comparisons between periods of equal length.

SUMMARY

Householders bought a slightly larger volume of frozen concentrated orange juice during April 1956 than in the preceding month. Total purchases of buying families during April, however, fell slightly below the volume bought in April last year. Prices paid for frozen orange juice were down slightly from the preceding month but continued to be moderately higher than prices paid a year earlier.

Although prices paid by householders for frozen concentrate for lemonade during April were down about 1 cent a 6-ounce can from April 1955, volume of purchases were about 15 percent smaller than a year ago.

Household demand for canned single-strength orangeade, as evidenced by volume of purchase, continued strong in April 1956--about 28 percent larger than a year earlier. On the other hand, household purchases of shelf-pack concentrate for orangeade were about 14 percent smaller than in April 1955. There was little change from a year earlier in the average price paid for canned single-strength orangeade. Prices paid for shelf-pack concentrate for orangeade were also unchanged.

Total household purchases of canned single-strength juices during April 1956 were up slightly from April 1955. Substantially larger purchases of canned grapefruit juice, but smaller volumes of orange, orange-grapefruit blend, and lemon juices were purchased. Prices paid for grapefruit and lemon juice were slightly lower while prices paid for both orange and orange-grapefruit blended juices were higher than a year earlier. The volume of purchases of grape and prune juices increased by 11 and 25 percent, respectively. Householders bought smaller quantities of pineapple and tomato juice.

Total purchases of fresh citrus fruit by householders during April showed a slight seasonal decline from the preceding month. The April purchase volume for all fresh citrus, however, was slightly larger than the corresponding month a year earlier.

Household purchases of fresh oranges during April were up slightly from April 1955. Grapefruit purchases were almost unchanged. Prices paid for fresh oranges averaged about 3.6 cents higher per dozen while prices paid for grapefruit averaged almost 2 cents lower per dozen than a year earlier. Householders' purchases of fresh lemons were almost 6 percent smaller than

in April 1955. Prices paid were up about 1.2 cents a dozen from this earlier period. Larger-than-usual purchases of fresh tangerines were reported by householders in April 1956.

#### FROZEN JUICES AND ADES

Frozen concentrated orange juice purchases by United States householders during April 1956 were slightly larger than in March 1956. Volume of purchases, however, was slightly smaller than in April 1955 (fig. 4). Slight decreases were noted, compared with a year earlier, in both the proportion of families buying frozen orange juice and in the average quantity purchased by those buying. A slight drop, from the preceding month, in prices paid for frozen concentrated orange juice was reported by householders. Prices paid, however, averaged about 1.2 cents higher per 6-ounce can than in April 1955.

Purchases of frozen concentrated grape juice by householders during April held at the same level as in the preceding month and were at about the same level as in April 1955. Prices paid were slightly lower than in March 1956 and were down about 2 cents for a 6-ounce can from April 1955 (table 2).

The volume of frozen concentrate for lemonade bought by householders during April 1956 rose substantially from the volume purchased in March 1956, but was about 15 percent below April 1955 (fig. 5). The lower volume of purchases was a result of decreases in both the proportion of families buying and in the average quantity purchased by buying families as compared with April a year earlier. Frozen concentrate for lemonade prices, as reported by buying families, averaged 14.2 cents a 6-ounce can during April 1956, or about 1 cent lower than in the corresponding period of 1955 (table 2).

As a result of an increase in proportion of families buying, household purchases of canned single-strength orangeade during April 1956 were about 28 percent larger than in April 1955. The average price paid for this product was almost unchanged from a year earlier (fig. 5).

The volume of shelf-pack concentrate for orangeade purchased by United States householders during April 1956 was down considerably from April 1955 and March 1956. The average price paid by householders for shelf-pack concentrate for orangeade was unchanged from a year earlier (table 2).

#### CANNED JUICES

During April 1956, householders continued to report smaller purchases of canned orange juice than in the same month a year earlier. The volume of canned orange juice bought was about 19 percent smaller than in April 1955 and slightly smaller than in March 1956 (fig. 6). Lower purchase volumes than in these earlier periods resulted from decreases in both the percentage of families buying and in the average quantity purchased during the month by buying families (table 1).

Prices paid for canned single-strength orange juice during April were unchanged from the preceding month but averaged about 3.3 cents a 46-ounce can higher than in April 1955 (fig. 6).

Demand for canned single-strength grapefruit juice, as evidenced by householders' purchases, continued strong. Purchases in April 1956 were up about 10 percent from the preceding month and about 22 percent larger than in April a year earlier. The larger purchase volume reported in April, compared with the preceding month as well as corresponding month a year earlier, was the result of an increase in the proportion of families buying. Average quantities of canned grapefruit juice purchased by buying families during April 1956 were slightly lower than in these earlier months. Prices paid for grapefruit juice averaged 24.5 cents a 46-ounce can, or slightly lower than in April 1955. During April, on an equivalent ounce basis, householders paid lower prices for grapefruit juice than for any of the other single-strength juices carried in this report (fig. 6).

The volume of canned single-strength orange-grapefruit juice bought by householders during April was about 9 percent smaller than in the corresponding month last year. The same proportion of United States families--3.2 percent--purchased blended juice in April 1956 as in April 1955. The average quantity purchased by those buying, however, was smaller than in April a year earlier. Prices paid by householders averaged about 2.3 cents higher per 46-ounce can than in April 1955 (fig. 6).

Household buying of canned single-strength lemon juice during April was slightly below that reported in April 1955, but slightly improved from the preceding month. Prices paid were more favorable to householders, averaging about 0.8 cent lower per 5 1/2-ounce can.

About 4.3 percent of the Nation's families bought canned single-strength grape juice during April 1956, almost the same proportion as in March 1956 and April 1955. Compared with a year earlier, those buying purchased larger average quantities resulting in a total volume of purchases about 11 percent larger than in April 1955. Prices paid for grape juice were almost unchanged.

The volume of pineapple juice bought by United States householders in April 1956 was slightly smaller than in the preceding month as well as a year earlier. These declines were the result of slight decrease in the proportion of families buying this product. Prices paid were practically unchanged from a month and a year earlier.

Householders, during April, continued to buy prune juice in larger volume than in the corresponding period a year earlier. A rise of about 25 percent in the volume of this product bought in April 1956, compared with April 1955, was primarily associated with more families buying. Prices paid held at about the same level as in March 1956 and April 1955.

Although tomato juice was purchased by householders in larger volume than any other canned single-strength juice during April 1956, purchases were

slightly lower than in the preceding month and about 12 percent lower than in April 1955. Householders reported paying prices that averaged 1.8 cents higher per 46-ounce can than a year earlier (table 1).

#### FRESH CITRUS

Volume of purchases of fresh oranges during April 1956 was down slightly from the preceding month, but was slightly larger than in April a year earlier. A 29 percent increase in purchases of California-Arizona oranges in April 1956, compared with a year earlier, failed to offset lower purchases of Florida oranges and oranges unidentified as to origin (fig. 7).

There was a slight increase in the proportion of United States families buying fresh oranges compared with April 1955. Those buying, however, purchased smaller average quantities than a year earlier. Householders paid prices that averaged about 3.6 cents higher per dozen than in April 1955 (table 3).

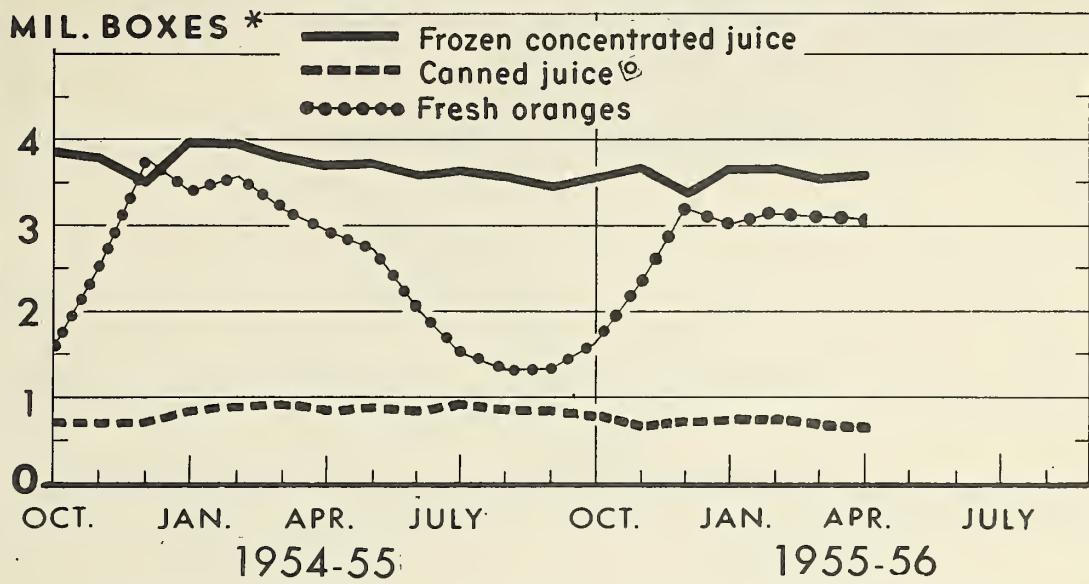
Household purchases of fresh grapefruit in April were down seasonally from the preceding month. Volume of purchases was almost unchanged from April, a year earlier (fig. 7). Despite larger purchases of grapefruit identified by householders as Florida and California-Arizona fruit, total purchases failed to rise above the volume reported in April 1955 because of sharply lower purchases of grapefruit unidentified as to origin. There was a slight decline in the proportion of the Nation's families buying fresh grapefruit, but the average quantity purchased by those families during the month was slightly larger than in April a year earlier. An average of 5.4 grapefruit per purchase was reported by buying families during April 1956.

Prices paid for Florida grapefruit averaged slightly higher than a year earlier, but prices paid for California-Arizona grapefruit and for grapefruit unidentified as to origin were lower, resulting in an average price paid for all grapefruit almost 2 cents lower per dozen (table 3).

Seasonal improvement was noted in the volume of fresh lemons purchased by householders in April 1956. Volume of purchases, however, was about 6 percent smaller than in April a year earlier. The smaller purchase volume was entirely the result of a decline in the proportion of families buying, as the average quantity purchased by these families was slightly larger. Buying families made an average of 1.6 purchases during April, purchasing slightly more than 6 lemons per transaction. Prices paid were slightly higher than in April 1955 (table 3).

Householders purchased the equivalent of about 58,000 boxes of fresh tangerines during April 1956. This volume, although only a fraction of the volume purchased in the peak months of December and January, was unusually large for the month of April. Prices paid by householders were considerably higher than in April a year earlier (table 3).

## PURCHASES OF ORANGE PRODUCTS BY CONSUMERS



U. S. DEPARTMENT OF AGRICULTURE

NEG. 1929-56 (6) AGRICULTURAL MARKETING SERVICE

Figure 1

Consumer purchases of orange products, equivalent boxes of fresh oranges, October 1954 to date

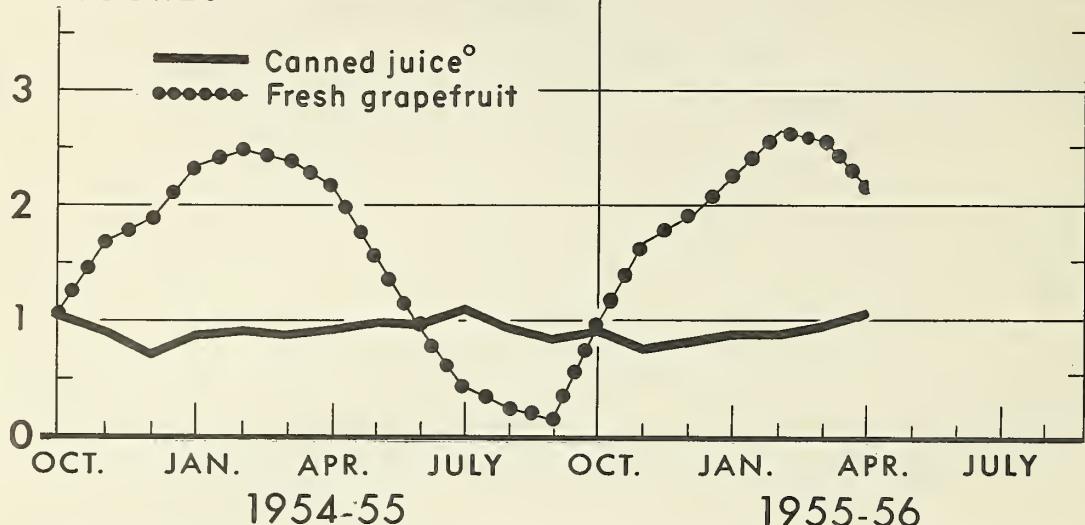
Period	Fresh oranges		Frozen concentrated orange juice		Canned single-strength orange juice 1/		Total	
	1955-56 boxes	1954-55 boxes	1955-56 boxes	1954-55 boxes	1955-56 boxes	1954-55 boxes	1955-56 boxes	1954-55 boxes
October	1,643	1,574	3,597	3,850	773	722	6,013	6,146
November	2,350	2,518	3,621	3,769	672	713	6,643	7,000
December	3,270	3,764	3,395	3,486	723	711	7,388	7,961
October-December 2/	8,020	8,612	11,471	11,917	2,337	2,299	21,828	22,828
January	3,008	3,400	3,671	3,984	747	830	7,426	8,214
February	3,142	3,555	3,649	3,972	715	897	7,506	8,424
March	3,126	3,181	3,569	3,775	693	912	7,388	7,868
October-March 2/	18,166	19,543	23,406	24,599	4,675	5,177	46,247	49,319
April	3,055	2,965	3,603	3,685	664	841	7,322	7,491
May		2,709		3,700		872		7,281
June		2,001		3,568		822		6,391
October-June 2/		27,758		36,420		7,937		72,115
July		1,522		3,648		922		6,092
August		1,331		3,554		836		5,721
September		1,335		3,496		824		5,655
Season 2/		32,270		48,025		10,724		91,019

1/ These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh oranges.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

## PURCHASES OF GRAPEFRUIT PRODUCTS BY CONSUMERS

MIL. BOXES\*



\* FRESH FRUIT EQUIVALENT    ° INCLUDES ONE-HALF OF ORANGE-GRAPEFRUIT BLEND PURCHASES

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1930 - 56 (6), AGRICULTURAL MARKETING SERVICE

Figure 2

Consumer purchases of grapefruit products, equivalent boxes of fresh grapefruit, October 1954 to date

Period	Fresh grapefruit		Canned single-strength grapefruit juice 1/		Total	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October	984	1,053	921	1,037	1,905	2,090
November	1,695	1,694	772	911	2,467	2,605
December	1,932	1,895	828	795	2,760	2,620
October-December 2/	5,165	5,121	2,722	2,847	7,887	7,968
January	2,246	2,330	882	882	3,128	3,212
February	2,672	2,498	877	907	3,549	3,405
March	2,543	2,387	962	887	3,505	3,274
October-March 2/	13,370	12,995	5,670	5,734	19,040	18,729
April	2,165	2,162	1,050	924	3,215	3,086
May		1,552		978		2,530
June		948		970		1,918
October-June 2/		17,950		8,857		26,807
July		434		1,112		1,546
August		244		950		1,194
September		215		858		1,073
Season 2/		18,905		12,016		30,921

1/ These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh grapefruit.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

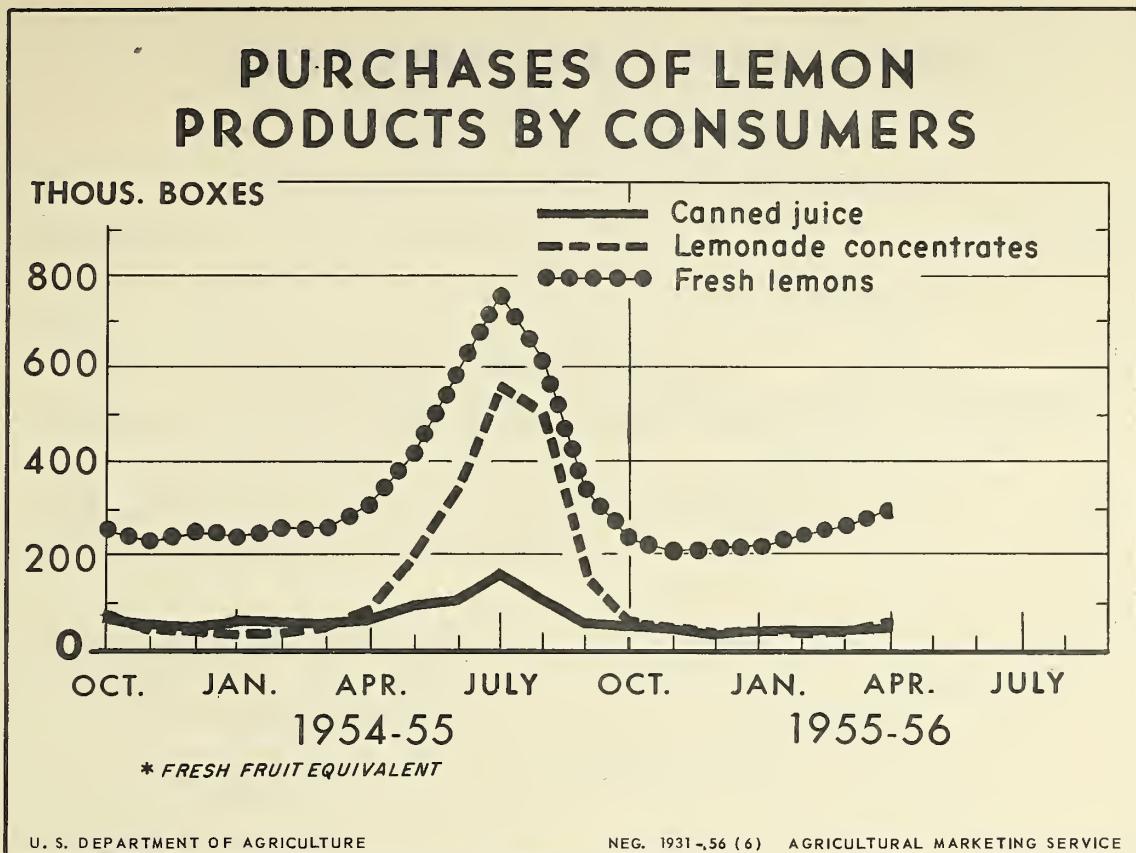


Figure 3

Consumer purchases of lemon products, equivalent boxes of fresh lemons, October 1954 to date

Period	Fresh lemons		Lemon juice 1/		Concentrate for lemonade				Total	
	1955-56		1954-55		1955-56		1954-55			
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October	228	252	39	54	49	51	53	59	320	365
November	207	225	35	49	37	35	39	37	281	311
December	216	243	36	44	31	27	34	29	286	316
October-December 3/	713	785	129	161	125	120	133	132	975	1,078
January	218	234	37	51	32	26	37	27	292	312
February	242	251	42	48	34	29	36	31	320	330
March	261	252	42	46	37	41	40	43	343	341
October-March 3/	1,492	1,583	262	318	236	224	255	241	2,009	2,142
April	288	307	46	54	58	68	72	393	433	488
May	407	407	84	84	187	187	197	197	688	688
June	587	587	96	96	327	327	342	342	1,025	1,025
October-June 3/	2,997	572	865	909	2,085	2,085	913	913	4,482	4,482
July	754	160	526	526	554	554	554	554	1,468	1,468
August	610	108	461	461	480	480	480	480	1,198	1,198
September	337	50	152	152	157	157	157	157	544	544
Season 3/	4,814	909	2,085	2,085	2,186	2,186	2,186	2,186	7,909	7,909

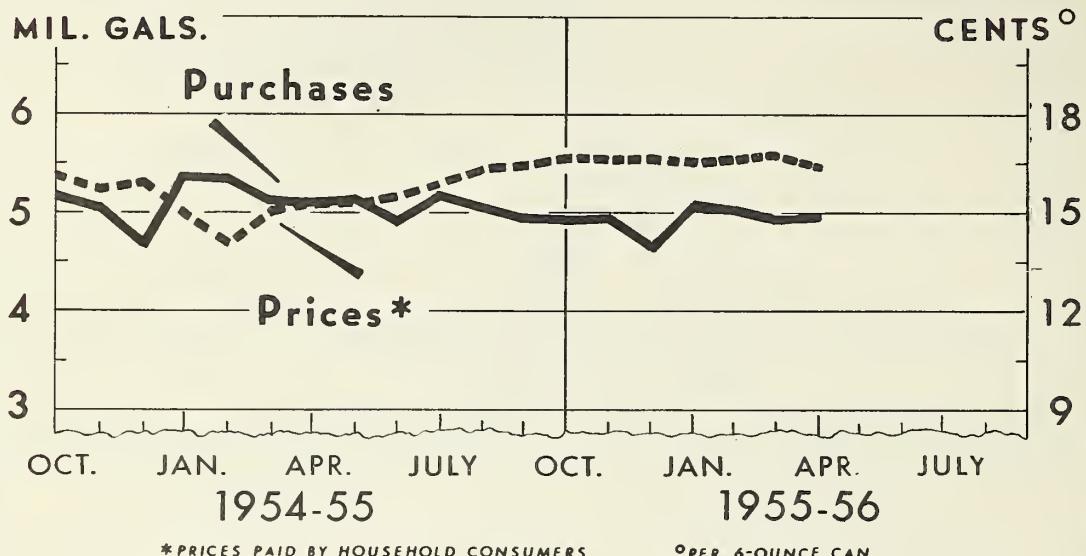
1/ Includes canned single-strength lemon juice and small quantities of frozen single-strength juice.

2/ Includes shelf pack lemonade base.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

# FROZEN CONCENTRATED ORANGE JUICE

*Consumer Purchases and Prices Paid*



U. S. DEPARTMENT OF AGRICULTURE

NEG. 1932-56 (6) AGRICULTURAL MARKETING SERVICE

Figure 4

Frozen concentrated orange juice: Consumer purchases and average price paid, October 1954 to date

Period	Purchases		Average price per 6 oz. can	
	1955-56	1954-55	1955-56	1954-55
	1,000 gallons	1,000 gallons	Cents	Cents
October	4,962	5,161	16.6	16.1
November	4,995	5,052	16.6	15.7
December	4,683	4,673	16.7	15.9
October-December 1/	15,822	15,974		
January	5,043	5,377	16.6	14.9
February	5,012	5,360	16.7	14.0
March	4,903	5,094	16.8	14.8
October-March 1/	32,216	33,089		
April	4,970	5,090	16.4	15.2
May		5,111		15.3
June		4,928		15.5
October-June 1/		49,417		
July		5,182		15.9
August		5,048		16.3
September		4,966		16.4
Season 1/		65,901		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

# FROZEN LEMONADE AND CANNED ORANGEADE

*Consumer Purchases and Prices Paid*

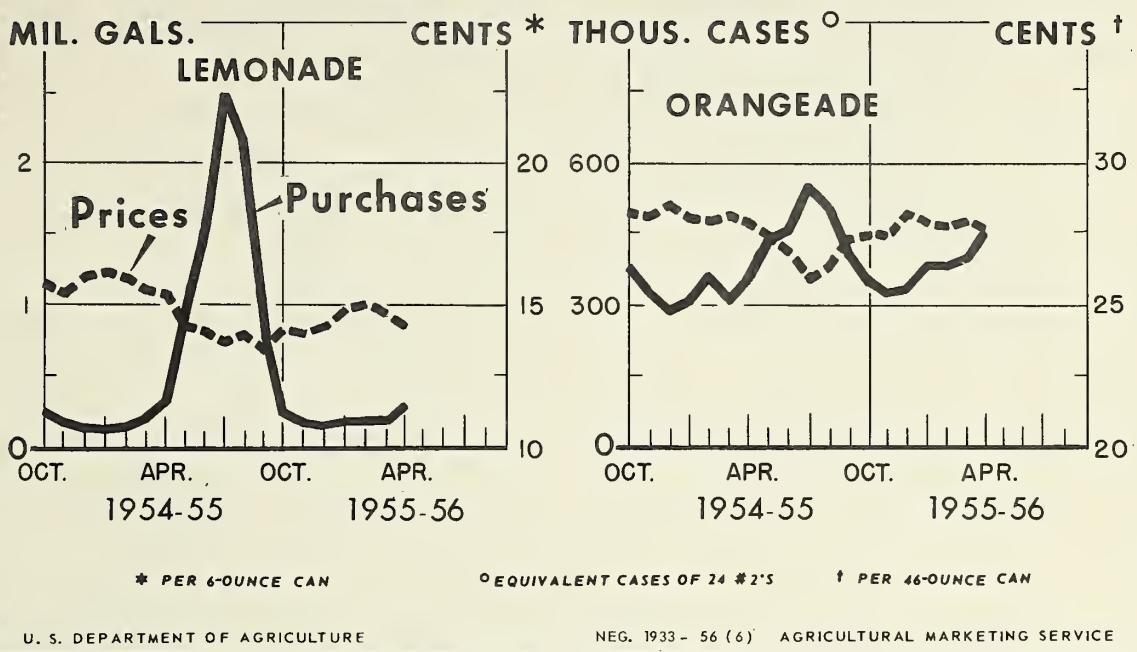


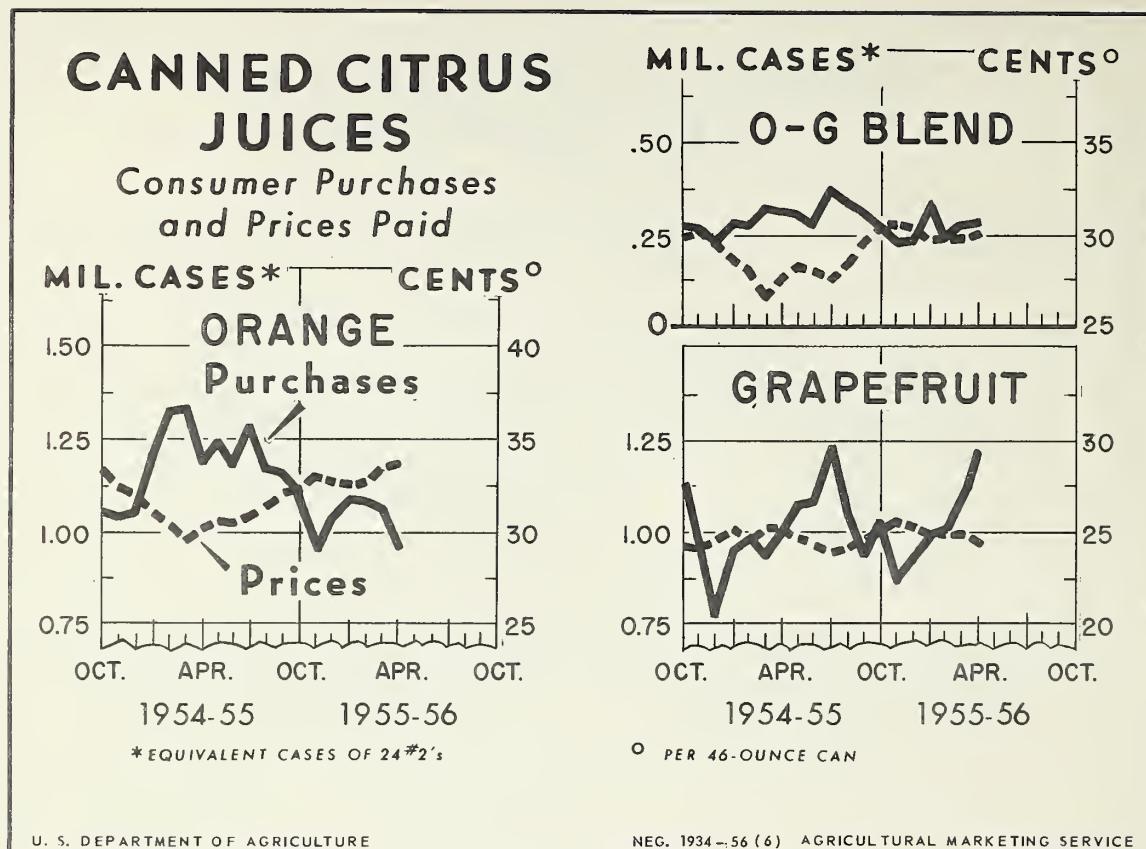
Figure 5

Frozen lemonade and canned single-strength orangeade: Consumer purchases and average price paid, October 1954 to date

Period	Frozen lemonade				Canned single-strength orangeade			
	Purchases		Average price per 6 oz. can		Purchases		Average price per 46 oz. can	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	gallons	gallons	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October	230	244	14.0	15.7	351	373	27.5	28.2
November	174	167	14.0	15.4	326	326	27.3	28.1
December	147	127	14.3	16.0	330	290	28.2	28.5
October-December 2/	593	568			1,071	1,070		
January	153	121	14.8	16.2	379	306	27.9	28.1
February	163	136	14.8	15.9	379	361	27.6	28.0
March	177	194	14.7	15.5	393	311	28.0	28.2
October-March 2/	1,121	1,061			2,348	2,136		
April	273	321	14.2	15.3	446	348	27.6	27.9
May		887		14.3		436		27.5
June		1,551		14.0		458		26.9
October-June 2/		4,099				3,492		
July		2,493		13.6		551		25.9
August		2,184		13.9		512		26.3
September		720		13.3		406		27.3
Season 2/		9,882				5,076		

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.



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NEG. 1934-56 (6) AGRICULTURAL MARKETING SERVICE

Figure 6

Canned citrus juices: Consumer purchases and average price paid, October 1954 to date

Period	Orange				Grapefruit				Orange-grapefruit blend			
	Purchases		Average price		Purchases		Average price		Purchases		Average price	
	1,000 cases 1/	cases 1/	per 46 oz. can	cents	1,000 cases 1/	cases 1/	per 46 oz. can	cents	1,000 cases 1/	cases 1/	per 46 oz. can	cents
1955-56: 1954-55	1955-56:	1954-55:	1955-56:	1954-55:	1955-56:	1954-55:	1955-56:	1954-55:	1955-56:	1954-55:	1955-56:	1954-55:
October	1,104	1,056	32.3	33.4	1,033	1,127	25.3	24.1	274	276	30.4	29.9
November	954	1,043	33.0	32.4	857	978	25.5	24.0	246	267	30.6	30.1
December	1,038	1,056	32.8	32.0	930	767	25.2	24.6	244	235	30.2	29.4
October-December 2/	3,351	3,381			3,059	3,060			800	824		
January	1,081	1,212	32.7	31.0	981	952	24.9	25.1	331	285	29.0	28.6
February	1,077	1,321	33.1	30.4	1,025	984	24.8	24.6	232	283	29.6	28.1
March	1,021	1,326	33.5	29.5	1,114	939	24.8	25.2	273	322	29.8	26.5
October-March 2/	6,801	7,591			6,439	6,157			1,706	1,795		
April	960	1,190	33.5	30.2	1,223	1,006	24.5	25.2	285	312	30.0	27.7
May	1,241				1,077		24.6		307		28.3	
June	1,176				1,080		24.4		280		28.1	
October-June 2/	11,515				9,593				2,779			
July	1,287				1,235				377		27.6	
August	1,170				1,049				334		28.5	
September	1,161				942				314		29.6	
Season 2/	15,425				13,088				3,878			

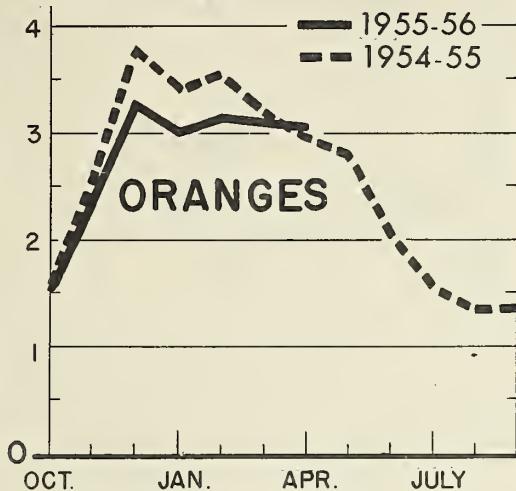
1/ Equivalent cases of 24 No. 2 cans—432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

# FRESH CITRUS FRUIT

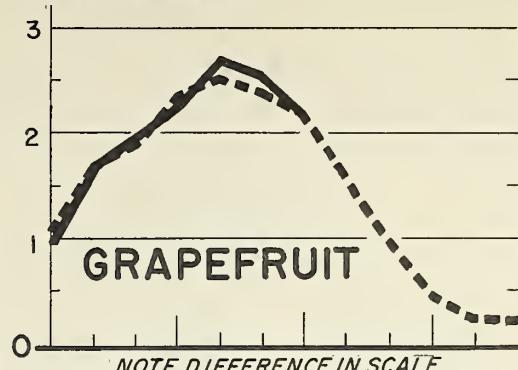
Consumer Purchases

## MIL. BOXES

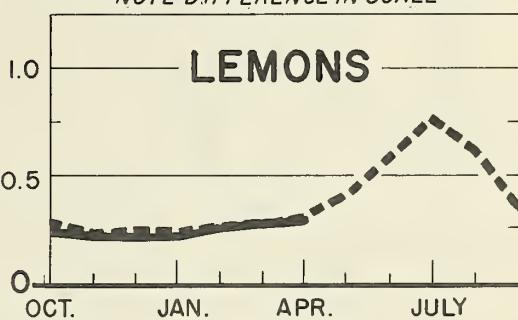


ORANGES

## MIL. BOXES



GRAPEFRUIT



NOTE DIFFERENCE IN SCALE

U. S. DEPARTMENT OF AGRICULTURE

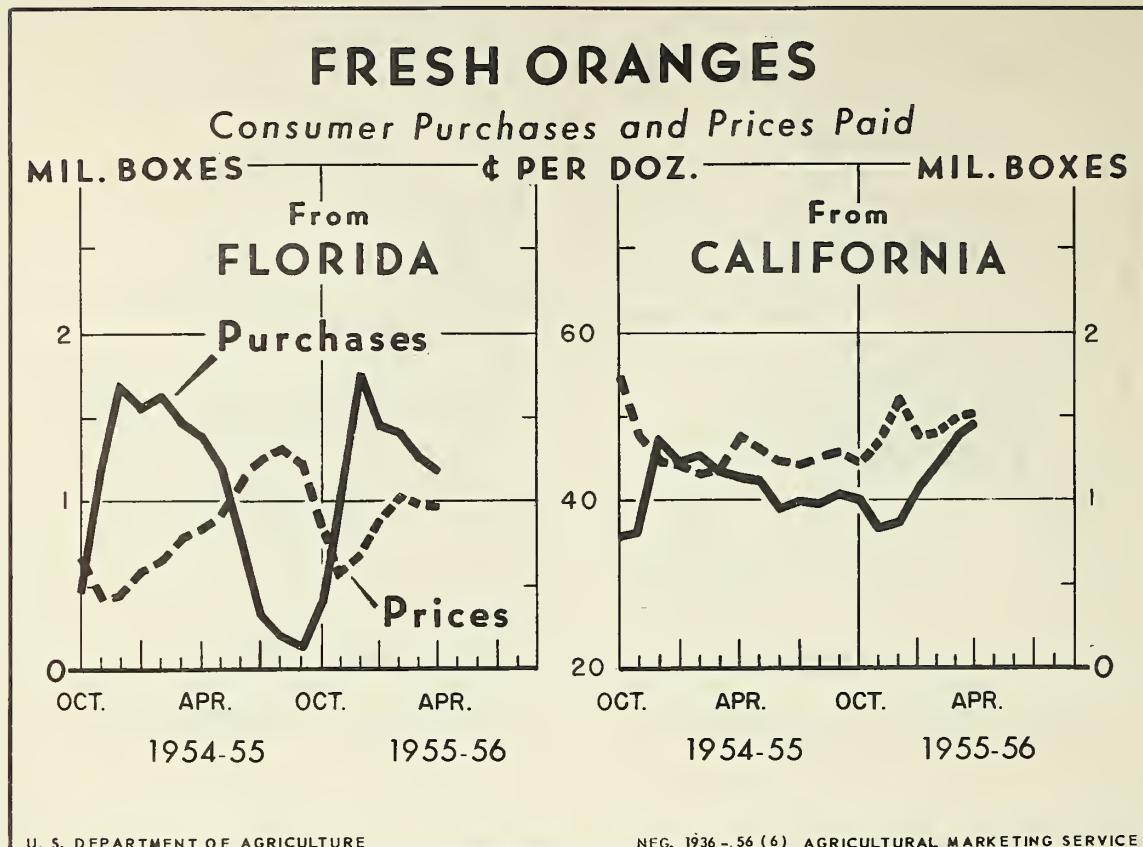
NEG. 1935 - 56 (6) AGRICULTURAL MARKETING SERVICE

Figure 7

Fresh citrus fruit: Consumer purchases and average price paid, October 1954 to date

Period	Oranges				Grapefruit				Lemons			
	Purchases		Average price per dozen		Purchases		Average price per dozen		Purchases		Average price per dozen	
	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents
October	1,643	1,574	42.1	45.6	984	1,053	90.7	92.8	228	252	43.9	45.1
November	2,350	2,518	37.9	35.0	1,695	1,694	80.1	78.4	207	225	45.5	46.8
December	3,270	3,764	39.4	35.1	1,932	1,895	77.8	74.9	216	243	46.8	45.0
October-December 1/	8,020	8,612	.	.	5,165	5,121	.	.	713	735	.	.
January	3,008	3,400	41.4	37.1	2,246	2,330	77.9	74.2	218	234	48.1	46.2
February	3,142	3,555	43.7	37.3	2,672	2,498	73.4	73.4	242	251	46.3	44.0
March	3,126	3,181	44.9	39.8	2,543	2,387	76.0	78.4	261	252	44.6	42.9
October-March 1/	18,166	19,543	.	.	13,370	2,995	.	.	1,492	1,583	.	.
April	3,055	2,965	45.8	42.2	2,165	2,162	81.1	82.9	288	307	42.5	41.3
May	2,709	42.8	.	.	1,552	93.3	.	.	407	407	41.9	.
June	2,001	43.5	.	.	948	101.5	.	.	587	587	40.4	.
October-June 1/	27,758	.	.	.	17,950	.	.	.	2,997	.	.	.
July	1,522	43.9	.	.	434	106.6	.	.	754	754	41.8	.
August	1,331	44.9	.	.	264	108.8	.	.	610	610	41.6	.
September	1,335	45.0	.	.	215	112.3	.	.	337	337	42.7	.
Season 1/	32,270	.	.	.	18,905	.	.	.	4,814	4,814	.	.

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.



U. S. DEPARTMENT OF AGRICULTURE

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Figure 8

Florida and California-Arizona fresh oranges: Consumer purchases and average price paid, October 1954 to date

Period	Florida				California-Arizona			
	Purchases		Average price per dozen		Purchases		Average price per dozen	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents
October	390	455	36.8	33.3	1,009	789	44.6	54.9
November	1,081	1,194	32.0	28.1	842	809	47.0	47.8
December	1,765	1,694	33.8	28.3	871	1,374	52.2	44.5
October-December 1/	3,618	3,660			2,953	3,271		
January	1,427	1,560	37.5	31.4	1,063	1,234	47.4	44.4
February	1,399	1,632	40.2	32.7	1,191	1,261	48.0	43.0
March	1,261	1,471	39.6	35.8	1,304	1,170	49.8	43.8
October-March 1/	8,070	8,704			6,944	7,206		
April	1,186	1,380	39.7	36.7	1,458	1,125	50.3	47.8
May		1,204		38.3		1,116		46.4
June		746		42.6		963		44.7
October-June 1/		12,265				10,636		
July		321		45.3		995		44.0
August		182		46.1		986		44.8
September		128		44.5		1,038		45.4
Season 1/		12,919				13,918		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

Table 1.--Canned single-strength juices and ades: U. S. total consumer purchases and average price, April 1956 and 1955 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Average price per unit	
					Purchases		Quantity per purchase		Unit	
	1956	1955	1956	1955	1956	1955	1956	1955	1956	1955
			1,000 cases 1/	1,000 cases 1/	Number	Number	Ounces	Ounces	Ounces	Cents
	Percent	Percent								Cents
Canned juices										
Orange	9.1	10.8	960	1,190	1.7	1.7	53.9	57.9	46	33.5
Grapefruit	10.5	8.4	1,223	1,006	1.6	1.6	65.4	66.4	46	24.5
Orange and grapefruit blend	3.2	3.2	285	312	1.5	1.4	54.7	60.6	46	30.0
Lemon	2.2	2.5	44	47	1.3	1.2	13.1	14.1	5½	12.9
Grape	4.3	4.4	196	177	1.4	1.3	29.3	27.8	24	34.6
Pineapple	14.3	14.6	1,377	1,427	1.5	1.5	56.9	56.7	46	27.2
Prune	8.6	7.0	700	561	1.8	1.9	39.1	38.3	32	32.3
Tomato	16.7	18.8	1,529	1,742	1.6	1.6	52.0	53.3	46	28.6
Total 2/	48.5	48.5	7,369	7,236	2.7	2.6	50.1	51.0		
Canned ades										
Orangeade	3.7	2.9	446	348	1.6	1.8	68.0	61.0	46	27.6
										27.9

1/ Equivalent cases of No. 2 cans--432 ounces per case.

2/ Includes other canned single-strength juices.

Table 2.--Frozen concentrated juices and ades: U. S. total consumer purchases and average price, April 1956 and 1955 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Average price per unit	
					Purchases		Quantity per purchase		Unit	
	1956	1955	1956	1955	1956	1955	1956	1955	1956	1955
	Percent	Percent	1,000 gallons	1,000 gallons	Number	Number	Ounces	Ounces	Ounces	Cents
										Cents
Frozen concentrated juices										
Orange	29.4	30.5	4,970	5,090	2.2	2.3	20.0	19.5	6	16.4
Grape	4.3	4.7	321	319	1.5	1.6	12.9	11.6	6	19.2
Other concentrates	1/	1/	268	257	1/	1/	13.7	14.6	6	15.5
Total	31.4	32.4	5,559	5,666	2.5	2.5	18.9	18.5		
Concentrated ades										
Frozen										
Lemonade	3.5	4.0	273	321	1.3	1.5	15.3	14.7	6	14.2
Shelf pack										
Orangeade	1.2	1.3	113	131	1.7	1.7	14.1	15.7	6	16.6
										16.6

1/ Information not available.

Table 3.--Fresh citrus fruit: U. S. total consumer purchases and average price, April 1956 and 1955 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Average price per dozen	
					Purchases		Quantity per purchase			
	1956	1955	1956	1955	1956	1955	1956	1955	1956	1955
	Percent	Percent	1,000 boxes	1,000 boxes	Number	Number	Units	Units	Cents	Cents
Oranges										
California-Arizona	25.5	21.6	1,458	1,125	1.9	1.9	11.5	12.1	50.3	47.8
Florida	16.6	19.6	1,186	1,380	2.0	2.0	13.5	14.1	39.7	36.7
Unidentified	9.0	10.0	383	433	1.4	1.6	11.3	11.7	44.4	41.1
Total 1/	43.6	43.3	3,055	2,965	2.2	2.2	12.1	12.7	45.8	42.2
Grapefruit										
California-Arizona	3.0	3.1	192	184	1.8	1.6	5.7	5.8	72.7	76.3
Florida	19.4	17.5	1,371	1,237	2.0	2.0	5.3	5.1	84.0	83.0
Unidentified	10.0	12.1	501	613	1.4	1.5	5.3	4.8	79.7	84.7
Total 1/	29.7	30.0	2,165	2,162	2.1	2.1	5.4	5.1	81.1	82.9
Tangerines										
Lemons	1.5	2/	58	2/	1.6	2/	9.6	2/	38.0	2/
Total 3/	20.4	22.0	288	307	1.6	1.5	6.4	6.7	42.5	41.3

1/ Includes small purchases of Texas fruit.

2/ Too few purchases reported for analysis.

3/ Includes small purchases of other citrus fruits.